

Business Retention & Expansion Project 2007

Retail / Service Sector



GREATER PETERBOROUGH AREA
ECONOMIC DEVELOPMENT CORPORATION



BUSINESS RETENTION AND EXPANSION

Otonabee - South Monaghan

OTONABEE-SOUTH MONAGHAN – Project Analysis

Risk of Closure, Downsizing, or Relocation (i.e. Red Flags)

FP1a. Within the next 3 years, which of the following do you plan to undertake at this site?

Response	Count	Percent
Remain the Same	1	33%
Downsize	0	0%
Relocate	0	0%
Expand	2	67%
Close	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

FP2a. Will the downsizing result in a reduced workforce?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

FP3a. Do you plan to relocate this business within the next 3 years?

Response	Count	Percent
Yes	0	0%
No	0	0%
Exploring	0	0%
	0	100%

FP4. Where do you plan to relocate this business?

Response	Count	Percent
Within the Community	0	0%
Outside municipality but within County/District/Regional Municipality	0	0%
Elsewhere in Ontario	0	0%
Another Province	0	0%
Outside Canada	0	0%
	0	100%

FP5. Why are you planning to relocate the business? Do not read list.

Response	Count	Percent
Head office decision	0	0%
Inadequate facilities in terms of building space	0	0%
Change in markets	0	0%
Distance to markets and suppliers	0	0%
Availability of appropriate labour	0	0%
Expansion limitations	0	0%
Utility infrastructure is inadequate	0	0%
Local regulations too restrictive	0	0%
Business tax incentives in other locations	0	0%
Other (Specify):	0	0%

Please Note:

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- * 0 companies responded to this question in the Otonabee-South Monaghan 2007 project.

FP6. Has a business case been made to head office to justify your company remaining at this site?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

FP7. What assistance, if any, could help to prevent the relocation of this business? Do not read list.

Response	Count	Percent
Nothing, decision is made	0	0%
Finding an appropriate site location	0	0%
Financing	0	0%
Assistance with the approval process	0	0%
Finding and securing adequate labour	0	0%
Securing training services	0	0%
Accessing appropriate research and development	0	0%
Infrastructure upgrades (roads, telecommunication, fibre optics, energy supply, energy type)	0	0%
Changes to tax structure	0	0%
Assistance in making business case to remain	0	0%
Other (Specify):	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 0 companies responded to this question in the Otonabee-South Monaghan 2007 project.

FP15. Within the next 3 years, do you plan to close this business? That is close the business at this location and not reopen in some other location.

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

FP16a. What are the reasons for closing this business? Do not read list.

Response	Count	Percent
Head office decision	0	0%
Facilities, e.g., buildings too small, too old, etc.	0	0%
Loss or change of customer/clients	0	0%
Distance to markets and inputs	0	0%
Labour supply	0	0%
Management - Labour relations	0	0%
Local infrastructure	0	0%
Expansion limitations	0	0%
Profitability	0	0%
Health/environmental regulations	0	0%
Unable to find purchaser	0	0%
Retirement	0	0%
Loss/or change of export/product mandate	0	0%
Other (Specify):	0	0%

Please Note:

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- * Percentages are based on the number of companies and may not total 100%.
- * 0 companies responded to this question in the Otonabee-South Monaghan 2007 project.

FP17. What assistance, if any, could help to prevent the closure of the business? Do not read list. - Nothing, decision is made

Response	Count	Percent
Nothing, decision is made	0	0%
Finding new site	0	0%
Financing	0	0%
Approval Process	0	0%
Succession planning	0	0%
Employee purchase	0	0%
Improvement to local infrastructure	0	0%
Identifying prospective purchaser	0	0%
Export assistance	0	0%
Business planning	0	0%
Marketing	0	0%
Other	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 0 companies responded to this question in the Otonabee-South Monaghan 2007 project.

Request for Assistance

C10. Would you like assistance for a succession plan?

Response	Count	Percent
Request Assistance (Yes)	1	33%
Request Assistance (No)	2	67%

C11. Would you like assistance for a business plan?

Response	Count	Percent
Request Assistance (Yes)	1	33%
Request Assistance (No)	2	67%

C12. Would you like assistance for a marketing plan?

Response	Count	Percent
Request Assistance (Yes)	1	33%
Request Assistance (No)	2	67%

BD8a. Do you anticipate any problems in renewing the lease?

Response	Count	Percent
Request Assistance (Yes)	0	0%
Request Assistance (No)	0	0%

Request for Information

C10. Would you like information for a succession plan?

Response	Count	Percent
Request Information (Yes)	1	33%
Request Information (No)	2	67%

C11. Would you like information for a business plan?

Response	Count	Percent
Request Information (Yes)	1	33%
Request Information (No)	2	67%

C12. Would you like information for a marketing plan?

Response	Count	Percent
Request Information (Yes)	1	33%
Request Information (No)	2	67%

Business Climate and Community Assessment

BC1. What is your general impression of this community as a place in which to do business?

Response	Count	Percent
Excellent	1	33%
Good	1	33%
Fair	1	33%
Poor	0	0%
	3	100%

BC2a. In the past 3 years has your attitude about doing business in this community changed?

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

BC2b. In the past 3 years has your attitude about doing business in this community changed? - *If Yes, is your attitude now more positive?*

Response	Count	Percent
Yes	0	0%
No	1	100%
	1	100%

Level of satisfaction with the following services provided by local government

BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Planning, engineering, zoning, and building permits

Response	Count	Percent
Very satisfied	0	0%
Somewhat satisfied	1	33%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	1	33%
No contact	1	33%
	3	100%

BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Health department/health unit approvals

Response	Count	Percent
Very satisfied	0	0%
Somewhat satisfied	2	67%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	0	0%
No contact	1	33%
	3	100%

BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Policing

Response	Count	Percent
Very satisfied	0	0%
Somewhat satisfied	2	67%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	1	33%
No contact	0	0%
	3	100%

BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Fire prevention and services

Response	Count	Percent
Very satisfied	2	67%
Somewhat satisfied	1	33%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	0	0%
No contact	0	0%
	3	100%

BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Public utilities

Response	Count	Percent
Very satisfied	0	0%
Somewhat satisfied	3	100%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	0	0%
No contact	0	0%
	3	100%

BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Street repairs

Response	Count	Percent
Very satisfied	0	0%
Somewhat satisfied	2	100%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	0	0%
No contact	0	0%
	2	100%

BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Snow removal

Response	Count	Percent
Very satisfied	1	33%
Somewhat satisfied	1	33%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	1	33%
No contact	0	0%
	3	100%

BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Garbage removal

Response	Count	Percent
Very satisfied	1	33%
Somewhat satisfied	2	67%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	0	0%
No contact	0	0%
	3	100%

BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Public transit

Response	Count	Percent
Very satisfied	0	0%
Somewhat satisfied	0	0%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	2	67%
No contact	1	33%
	3	100%

Factors in doing business within the community

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Availability of skilled labour

Response	Count	Percent
Excellent	0	0%
Good	2	100%
Fair	0	0%
Poor	0	0%
	2	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Labour costs

Response	Count	Percent
Excellent	0	0%
Good	3	100%
Fair	0	0%
Poor	0	0%
	3	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Transportation costs

Response	Count	Percent
Excellent	0	0%
Good	2	67%
Fair	0	0%
Poor	1	33%
	3	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Availability of transportation

Response	Count	Percent
Excellent	1	33%
Good	1	33%
Fair	0	0%
Poor	1	33%
	3	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Availability of appropriately zoned land

Response	Count	Percent
Excellent	0	0%
Good	0	0%
Fair	1	100%
Poor	0	0%
	1	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Land costs

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	1	50%
Poor	0	0%
	2	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Cost of construction

Response	Count	Percent
Excellent	0	0%
Good	2	100%
Fair	0	0%
Poor	0	0%
	2	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Cost of leasing space

Response	Count	Percent
Excellent	0	0%
Good	1	100%
Fair	0	0%
Poor	0	0%
	1	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Local permit process

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	1	50%
Poor	0	0%
	2	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Availability of utilities

Response	Count	Percent
Excellent	0	0%
Good	2	67%
Fair	1	33%
Poor	0	0%
	3	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Access to markets/customers/clients

Response	Count	Percent
Excellent	1	33%
Good	1	33%
Fair	0	0%
Poor	1	33%
	3	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Access to suppliers

Response	Count	Percent
Excellent	0	0%
Good	2	67%
Fair	0	0%
Poor	1	33%
	3	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Municipal taxes

Response	Count	Percent
Excellent	0	0%
Good	1	33%
Fair	1	33%
Poor	1	33%
	3	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Quality of life

Response	Count	Percent
Excellent	1	50%
Good	0	0%
Fair	1	50%
Poor	0	0%
	2	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Water and sewer capacity

Response	Count	Percent
Excellent	0	0%
Good	0	0%
Fair	1	50%
Poor	1	50%
	2	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Development charges

Response	Count	Percent
Excellent	0	0%
Good	0	0%
Fair	1	100%
Poor	0	0%
	1	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Support from municipality

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	0	0%
Poor	1	50%
	2	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Support from local business

Response	Count	Percent
Excellent	0	0%
Good	2	67%
Fair	0	0%
Poor	1	33%
	3	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Support from local residents

Response	Count	Percent
Excellent	0	0%
Good	2	67%
Fair	1	33%
Poor	0	0%
	3	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Municipal by-laws

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	1	50%
Poor	0	0%
	2	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Telecommunication infrastructure capacity, e.g. fibre optics and Internet access

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	0	0%
Poor	1	50%
	2	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Size of local market

Response	Count	Percent
Excellent	0	0%
Good	1	33%
Fair	2	67%
Poor	0	0%
	3	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Access to research and development

Response	Count	Percent
Excellent	0	0%
Good	0	0%
Fair	1	50%
Poor	1	50%
	2	100%

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Access to training facilities

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	0	0%
Poor	1	50%
	2	100%

Site Satisfaction

BD4. How satisfied are you with the current site of this business in this community? Would you say you are...

Response	Count	Percent
Completely satisfied	3	100%
Somewhat satisfied	0	0%
Somewhat dissatisfied	0	0%
Very dissatisfied	0	0%
	3	100%

BD5. Why are you not completely satisfied with this site?

Response	Count	Percent
Site is too small	0	0%
Site is too large	0	0%
No opportunity for expansion	0	0%
Condition of building	0	0%
General appearance of site	0	0%
Utilities/energy, that is the type, level or quantity available	0	0%
Location is inconvenient for customers	0	0%
Access to research and development in the area	0	0%
Availability of skilled labour	0	0%
Availability of unskilled labour	0	0%
Location is inconvenient for employees	0	0%
Roads & highway system	0	0%
Trucking & distribution	0	0%
Public transit	0	0%
Policing/security/fire protection	0	0%
Business taxes	0	0%
Community business support	0	0%
General appearance of community	0	0%
Other (Specify):	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 0 companies responded to this question in the Otonabee-South Monaghan 2007 project.

BD8a. Do you anticipate any problems in renewing the lease?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

BD1. Is this business location the only location?

Response	Count	Percent
Yes	3	100%
No	0	0%
	3	100%

BD2. Is this location the headquarters?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

BD3. Where are the other locations for this business?

Response	Count	Percent
This municipality (Specify):	0	0%
Outside this municipality but in county/district/regional municipality (Specify):	0	0%
Elsewhere in Ontario (Specify):	0	0%
Another Province (Specify):	0	0%
Outside Canada (Specify):	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 0 companies responded to this question in the Otonabee-South Monaghan 2007 project.

BD6a. Is this a home-based business operated from the owner's residence?

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

BD6b. Is this a home-based business operated from the owner's residence? -
Does the owner of this business own or lease the facility?

Response	Count	Percent
Own	1	100%
Lease	0	0%
	1	100%

BD7. When does the lease expire?

Response	Count	Percent
Month to month	0	0%
This calendar year	0	0%
Next year	0	0%
In 2 to 3 years	0	0%
Over 3 years from now	0	0%
	0	100%

Business Expansion and Sales Trends

FP1a. Within the next 3 years, which of the following do you plan to undertake at this site?

Response	Count	Percent
Remain the Same	1	33%
Downsize	0	0%
Relocate	0	0%
Expand	2	67%
Close	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

FP8. Within the next 3 years, do you plan to undertake a building expansion at this site?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

FP9. Within the next 3 years, are you planning to invest in new equipment in your operations?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

FP10. Is your expansion plan based on innovation?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

FP11. Will your expansion lead to...Read list.

Response	Count	Percent
An increase in work force	1	50%
An increase in floor space	0	0%
Additional product line(s)	0	0%
Additional services for customers	0	0%
Additional investment in equipment and technology	0	0%
Importing goods or services to Canada	0	0%
An increase in export of goods or services	0	0%
Process improvements	0	0%
An increase in demand for skills training	0	0%
Other (Specify):	2	100%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 2 companies responded to this question in the Otonabee-South Monaghan 2007 project.

FP12. Is your business experiencing difficulties with its expansion plan?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

**FP13. Please identify difficulties you are experiencing with the expansion plans.
Do not read list. - Financing**

Response	Count	Percent
Financing	0	0%
Developing a marketing plan	0	0%
Developing a business plan	0	0%
Labour availability	0	0%
Land availability	0	0%
Labour force training	0	0%
Availability of buildings	0	0%
Importing of goods and services	0	0%
Exporting of goods and services	0	0%
Road & highway system	0	0%
Highway and Roadside signs	0	0%
Trucking & distribution	0	0%
Warehousing	0	0%
Electrical supply	0	0%
Water infrastructure	0	0%
Waste water infrastructure	0	0%
Sewer capacity	0	0%
Finding/developing strategic alliances	0	0%
Local by-laws	0	0%
Other	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 0 companies responded to this question in the Otonabee-South Monaghan 2007 project.

FP14. How will this expansion be financed? Will it be...Read list.

Response	Count	Percent
Cash	0	0%
Line of credit	0	0%
Credit card	0	0%
New owner equity	0	0%
Venture Capital	0	0%
Private Investment	0	0%
Short Term Bank Loan (<1 yr)	0	0%
Long Term Bank Loan (>1 yr)	0	0%
Other (Specify):	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 0 companies responded to this question in the Otonabee-South Monaghan 2007 project.

Barriers / Difficulties to Business Development

FP12. Is your business experiencing difficulties with its expansion plan?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

FP13. Please identify difficulties you are experiencing with the expansion plans. Do not read list.

Response	Count	Percent
Financing	0	0%
Developing a marketing plan	0	0%
Developing a business plan	0	0%
Labour availability	0	0%
Land availability	0	0%
Labour force training	0	0%
Availability of buildings	0	0%
Importing of goods and services	0	0%
Exporting of goods and services	0	0%
Road & highway system	0	0%
Highway and Roadside signs	0	0%
Trucking & distribution	0	0%
Warehousing	0	0%
Electrical supply	0	0%
Water infrastructure	0	0%
Waste water infrastructure	0	0%
Sewer capacity	0	0%
Finding/developing strategic alliances	0	0%
Local by-laws	0	0%
Other	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 0 companies responded to this question in the Otonabee-South Monaghan 2007 project.

BD4. How satisfied are you with the current site of this business in this community? Would you say you are...

Response	Count	Percent
Completely satisfied	3	100%
Somewhat satisfied	0	0%
Somewhat dissatisfied	0	0%
Very dissatisfied	0	0%
	3	100%

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - *Business & property tax structure*

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - *Rents and lease costs of buildings*

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - *Cost and availability of full-time employees*

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - Cost and availability of part-time employees

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - Insurance

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - Cost of utilities

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - Other (Specify)

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

Downtown Revitalization

Retail Profile (RP) represented the following questions in the completed survey and as a result of ongoing changes and updates to the Provincial BR+E database, RP was later identified as Downtown Revitalization (DR).

DR1. How long have you been the owner of this business?

Response	Count	Percent
Under 1 year	0	0%
1 – 5 years	0	0%
6 – 10 years	0	0%
11 -20 years	3	100%
Over 20 years	0	0%
	3	100%

DR2. For this business, how many square feet are devoted to the following?

Response	Count	Average
Sales Space	2,150	717
Office Space	560	187

Please Note: This report is not totaled because it depicts average values.

DR3. What are the annual total sales at this location? (Mark appropriate range)

Response	Count	Percent
\$0 - \$50,000	0	0%
\$50,000 - \$100,000	0	0%
\$100,000 - \$250,000	0	0%
\$250,000 – 500,000	1	50%
\$500,000- \$1,000,000	1	50%
over \$1,000,000	0	0%
	2	100%

DR4b. Please indicate the percentage of activity that is:

Response	Average Percent
Foot traffic	42%
Telephone based	42%
Internet based	0%
Other	17%

Please Note: This report is not totaled because it depicts average values.

DR4c. What is your average weekly foot traffic (# of customers)?

Response	Count	Percent
Less than 100	2	67%
100 – 500	0	0%
500 – 1000	0	0%
Over 1000	0	0%
None	1	33%
	3	100%

DR4d. What is the busiest day of the week for this business?

Response	Count	Percent
Sunday	0	0%
Monday	0	0%
Tuesday	0	0%
Wednesday	0	0%
Thursday	0	0%
Friday	0	0%
Saturday	0	0%
Varies	3	100%
	3	100%

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - Sunday

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	0	0%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	1	50%
After 5:00 p.m.	0	0%
Varies	0	0%
Closed	1	50%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 2 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - Monday

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	2	67%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	0	0%
After 5:00 p.m.	0	0%
Varies	0	0%
Closed	1	33%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - Tuesday

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	2	67%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	0	0%
After 5:00 p.m.	0	0%
Varies	0	0%
Closed	1	33%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - Wednesday

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	2	67%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	0	0%
After 5:00 p.m.	0	0%
Varies	0	0%
Closed	1	33%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - ***Thursday***

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	1	33%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	1	33%
After 5:00 p.m.	0	0%
Varies	0	0%
Closed	1	33%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - ***Friday***

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	1	33%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	1	33%
After 5:00 p.m.	0	0%
Varies	0	0%
Closed	1	33%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - Saturday

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	1	33%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	0	0%
After 5:00 p.m.	0	0%
Varies	1	33%
Closed	1	33%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR4f. What are the three busiest months of the year for this business? Select up to THREE months.

Response	Count	Percent
January	1	33%
February	0	0%
March	0	0%
April	0	0%
May	1	33%
June	2	67%
July	1	33%
August	1	33%
September	0	0%
October	2	67%
November	0	0%
December	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR5a. Do you typically plan major sales/specials for this business?

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

DR5b. If Yes, for what month(s)?

Response	Count	Percent
January	1	100%
February	1	100%
March	1	100%
April	0	0%
May	0	0%
June	0	0%
July	0	0%
August	0	0%
September	0	0%
October	0	0%
November	0	0%
December	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR5c. Do you participate in and/or support community events and festivals that take place in the downtown/commercial district?

Response	Count	Percent
Yes	3	100%
No	0	0%
	3	100%

DR5e. Do community events/festivals increase sales in your business?

Response	Count	Percent
Yes	3	100%
No	0	0%
	3	100%

DR6a. Gender:

Response	Count	Percent
Male	2	67%
Female	1	33%
No distinction	0	0%
	3	100%

DR6b. Do you have specific target markets?

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

DR6c. Market share by age group: - *Market share for business – Youth*

Response	Count	Percent
1	0	0%
2	0	0%
3	1	100%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6c. Market share by age group: - Market share for business – Young Families

Response	Count	Percent
1	0	0%
2	1	100%
3	0	0%
4	0	0%
project: * 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.	1	100%

DR6c. Market share by age group: - Market share for business – Baby Boomers

Response	Count	Percent
1	1	100%
2	0	0%
3	0	0%
4	0	0%
project: * 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.	1	100%

DR6c. Market share by age group: - Market share for business – Retirees and Seniors

Response	Count	Percent
1	0	0%
2	0	0%
3	0	0%
4	1	100%
project: * 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.	1	100%

DR6c. Market share by age group: - Potential for sales growth – Youth

Response	Count	Percent
1	0	0%
2	0	0%
3	1	100%
4	0	0%
project: * 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.	1	100%

DR6c. Market share by age group: - Potential for sales growth – Young Families

Response	Count	Percent
1	1	100%
2	0	0%
3	0	0%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6c. Market share by age group: - Potential for sales growth – Baby Boomers

Response	Count	Percent
1	0	0%
2	1	100%
3	0	0%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6c. Market share by age group: - Potential for sales growth – Retirees and Seniors

Response	Count	Percent
1	0	0%
2	0	0%
3	0	0%
4	1	100%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6c. Market share by age group: - Most opportunity for growth – Youth

Response	Count	Percent
1	0	0%
2	0	0%
3	1	100%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6c. Market share by age group: - Most opportunity for growth – Young Families

Response	Count	Percent
1	0	0%
2	1	100%
3	0	0%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6c. Market share by age group: - Most opportunity for growth – Baby Boomers

Response	Count	Percent
1	1	100%
2	0	0%
3	0	0%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6c. Market share by age group: - Most opportunity for growth – Retirees and Seniors

Response	Count	Percent
1	0	0%
2	0	0%
3	0	0%
4	1	100%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Market share for business – People who work in the downtown

Response	Count	Percent
1	0	0%
2	0	0%
3	0	0%
4	1	100%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Market share for business – Local Residents

Response	Count	Percent
1	0	0%
2	0	0%
3	1	100%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Market share for business – Visitors/Tourists

Response	Count	Percent
1	1	100%
2	0	0%
3	0	0%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Market share for business – Seasonal Residents

Response	Count	Percent
1	0	0%
2	1	100%
3	0	0%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Potential for sales growth – People who work in the downtown

Response	Count	Percent
1	0	0%
2	0	0%
3	0	0%
4	1	100%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Potential for sales growth – Local Residents

Response	Count	Percent
1	1	100%
2	0	0%
3	0	0%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Potential for sales growth – Visitors/Tourists

Response	Count	Percent
1	0	0%
2	1	100%
3	0	0%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Potential for sales growth – Seasonal Residents

Response	Count	Percent
1	0	0%
2	0	0%
3	1	100%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Most opportunity for growth – People who work in the downtown

Response	Count	Percent
1	0	0%
2	0	0%
3	0	0%
4	1	100%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Most opportunity for growth – Local Residents

Response	Count	Percent
1	1	100%
2	0	0%
3	0	0%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Most opportunity for growth – Visitors/Tourists

Response	Count	Percent
1	0	0%
2	1	100%
3	0	0%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6d. Market share by type of customer: - Most opportunity for growth – Seasonal Residents

Response	Count	Percent
1	0	0%
2	0	0%
3	1	100%
4	0	0%
project:	1	100%

* 1 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR6e. Do you track where your customers are from?

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

DR6f. Do you track where your customers are from? - *If Yes, how do you track them? Select one.*

Response	Count	Percent
Postal Code	0	0%
Telephone Number	1	50%
Other	1	50%
	2	100%

DR7. Estimate the percentage of your customers that live within the following different radius's of your business: - *Within walking distance (400 metres)*

Response	Count	Percent
75% +	0	0%
50 - 75%	0	0%
25% - 50%	0	0%
10% - 25%	0	0%
Under 10%	2	100%
	2	100%

DR7. Estimate the percentage of your customers that live within the following different radius's of your business: - *Within a 5 minute drive*

Response	Count	Percent
75% +	0	0%
50% - 75%	0	0%
25% - 50%	0	0%
10% - 25%	2	100%
Under 10%	0	0%
	2	100%

DR7. Estimate the percentage of your customers that live within the following different radius's of your business: - *Within a 15 minute drive*

Response	Count	Percent
75% +	0	0%
50% - 75%	0	0%
25% - 50%	2	100%
10% - 25%	0	0%
Under 10%	0	0%
	2	100%

DR7. Estimate the percentage of your customers that live within the following different radius's of your business: - *Within a 15 - 30 minute drive*

Response	Count	Percent
75% +	0	0%
50% - 75%	2	100%
25% - 50%	0	0%
10% - 25%	0	0%
Under 10%	0	0%
	2	100%

DR7. Estimate the percentage of your customers that live within the following different radius's of your business: - *More than 30 minutes*

Response	Count	Percent
75% +	2	67%
50% - 75%	1	33%
25% - 50%	0	0%
10% - 25%	0	0%
Under 10%	0	0%
	3	100%

DR8b. What is the main competitive edge of this business versus the competitors listed above? Select top two.

Response	Count	Percent
Location	0	0%
Price	1	33%
Selection	0	0%
Service	2	67%
Hours	0	0%
Quality	3	100%
Name Brands	0	0%
Other (Specify):	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR8c. Relative to other businesses in your trade, what price point do you target?

Response	Count	Percent
Low-end	0	0%
Average - Mid-point	1	33%
High-end	1	33%
All price points	1	33%
	3	100%

DR8d. Where is the toughest competition for this business? - *In the downtown*

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

DR8d. Where is the toughest competition for this business? - *In the community*

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

DR8d. Where is the toughest competition for this business? - *In another community*

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

DR8d. Who are your toughest competitors? - *National Franchises*

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

DR8d. Who are your toughest competitors? - *Local Independents*

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

DR8d. Who are your toughest competitors? - *Other (Specify)*

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

DR8h. Do you think the downtown can or should build on the current business mix and develop a cluster of stores/services offering related products to a similar market segment?

Response	Count	Percent
Yes	0	0%
No	2	100%
	2	100%

DR9a. Where do customers to this business typically park?

Response	Count	Percent
On the street right in closest available spot	1	33%
In a municipal/public parking lot	0	0%
In a customer parking lot you own or rent. How many spaces available?	2	67%
Other (Specify):	0	0%
	3	100%

DR9a. Where do customers to this business typically park? - How many spaces available?

Response	Count	Average
How many spaces available?	40	20

Please Note: This report is not totaled because it depicts average values.

DR9b. Where do you and employees of this business typically park?

Response	Count	Percent
On the street in closest available spot	0	0%
In a municipal/public parking lot	0	0%
In a customer parking lot you own or rent. How many spaces available?	2	67%
Other (Specify):	1	33%
	3	100%

DR9b. Where do you and employees of this business typically park? - How many spaces available?

Response	Count	Average
How many spaces available?	40	20

Please Note: This report is not totaled because it depicts average values.

DR10. Do you know if your community offers any financial assistance programs to its businesses?

Response	Count	Percent
Yes	0	0%
No	1	33%
Don't know	2	67%
	3	100%

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business.

Response	Count	Percent
Development Charges Exemptions	0	0%
Development Application Fee Exemptions	0	0%
Sign Permit Exemption	0	0%
Building Permit Fee Exemption	0	0%
Grants and Loans - Design Assistance	0	0%
Grants and Loans - Building facade program	0	0%
Residential conversion	0	0%
Building rehabilitation	0	0%
Brownfield redevelopment assistance	0	0%
Brownfield Tax Increment Financing Program	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 0 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - Development Charges Exemptions

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	0	100%

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - Development Application Fee Exemptions

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	0	100%

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - Sign Permit Exemption

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	0	100%

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - **Building Permit Fee Exemption**

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	0	100%

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - **Grants and Loans - Design Assistance**

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	0	100%

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - **Grants and Loans - Building Facade Program**

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	0	100%

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - *Residential conversion*

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	0	100%

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - *Building rehabilitation*

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	0	100%

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - *Brownfield redevelopment assistance*

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	0	100%

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - Brownfield Tax Increment Financing Program

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	0	100%

DR11. Is your establishment experiencing any of these particular issues?

Response	Count	Percent
Accessibility	0	0%
Number of parking spaces	0	0%
Location of parking spaces	0	0%
Availability of parking spaces	0	0%
Parking enforcement	0	0%
Storefront appearance / window displays / signage	0	0%
Vagrancy, panhandling	0	0%
Vandalism, graffiti and litter	2	67%
Shop lifting	1	33%
Loitering	0	0%
Public safety services (lighting, security, police presence, etc)	0	0%
No issues	1	33%
Other (Specify):	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *I always try to buy products and services locally.*

Response	Count	Percent
Strongly Agree	2	67%
Somewhat Agree	1	33%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	3	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *I always direct customers to other downtown businesses.*

Response	Count	Percent
Strongly Agree	2	67%
Somewhat Agree	1	33%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	3	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *The existing downtown business mix helps this business.*

Response	Count	Percent
Strongly Agree	0	0%
Somewhat Agree	1	33%
Somewhat Disagree	2	67%
Strongly Disagree	0	0%
	3	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *There is plenty of convenient parking downtown.*

Response	Count	Percent
Strongly Agree	1	33%
Somewhat Agree	2	67%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	3	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *Downtown is an excellent place to have a business.*

Response	Count	Percent
Strongly Agree	0	0%
Somewhat Agree	2	67%
Somewhat Disagree	1	33%
Strongly Disagree	0	0%
	3	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *There are plenty of good workers available here.*

Response	Count	Percent
Strongly Agree	1	50%
Somewhat Agree	0	0%
Somewhat Disagree	1	50%
Strongly Disagree	0	0%
	2	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *I would support a new retail promotions event.*

Response	Count	Percent
Strongly Agree	0	0%
Somewhat Agree	1	50%
Somewhat Disagree	1	50%
Strongly Disagree	0	0%
	2	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *The look and feel of downtown helps this business.*

Response	Count	Percent
Strongly Agree	1	33%
Somewhat Agree	0	0%
Somewhat Disagree	1	33%
Strongly Disagree	1	33%
	3	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *My building facade draws customers into this business.*

Response	Count	Percent
Strongly Agree	3	100%
Somewhat Agree	0	0%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	3	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *My window and store displays help this business.*

Response	Count	Percent
Strongly Agree	3	100%
Somewhat Agree	0	0%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	3	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *This business is open when customers want to shop.*

Response	Count	Percent
Strongly Agree	3	100%
Somewhat Agree	0	0%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	3	100%

DR12. How strongly do you agree or disagree with the following statements?
 Select one answer for each. - *Employees of this business show great customer service.*

Response	Count	Percent
Strongly Agree	3	100%
Somewhat Agree	0	0%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	3	100%

DR12. How strongly do you agree or disagree with the following statements?
Select one answer for each. - *I feel safe downtown, even at night.*

Response	Count	Percent
Strongly Agree	1	50%
Somewhat Agree	1	50%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	2	100%

Retail / Service Business

RB1. Are you located in an identifiable commercial district?

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

RB2. If Yes, are you located in...

Response	Count	Percent
Downtown	0	0%
Highway/commercial strip plaza	0	0%
Regional shopping mall	0	0%
Other principle shopping street	0	0%
Power centre/big box new format retail	0	0%
Tourist area/destination	2	100%
Neighbourhood commercial	0	0%
Industrial Park	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 2 companies responded to this question in the Otonabee-South Monaghan 2007 project.

RB3a. Is there a strategy or plan in place for promoting and managing your commercial district?

Response	Count	Percent
Yes	1	33%
No	2	67%
Don't know	0	0%
	3	100%

RB3b. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: - *It identifies the issues important to the future of my business*

Response	Count	Percent
Yes	1	100%
No	0	0%
Don't know	0	0%
	1	100%

RB3b. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: - *It proposes actions to address those issues*

Response	Count	Percent
Yes	1	100%
No	0	0%
Don't Know	0	0%
	1	100%

RB3b. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: - *It is being effectively implemented*

Response	Count	Percent
Yes	1	100%
No	0	0%
Don't Know	0	0%
	1	100%

RB3b. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: - *It is a comprehensive and integrated plan i.e., addressing heritage, cultural aspects, social and economic etc.*

Response	Count	Percent
Yes	1	100%
No	0	0%
Don't Know	0	0%
	1	100%

RB3b. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: - The plan is primarily focused on retail marketing and promotion

Response	Count	Percent
Yes	1	100%
No	0	0%
Don't Know	0	0%
	1	100%

RB4. Is there an organization or group that represents the interests of your commercial district?

Response	Count	Percent
Business Improvement Area Association	1	33%
Development Corporation or Board of Management	0	0%
Chamber of Commerce	0	0%
Committee of Council	0	0%
Ratepayers Association	0	0%
Other (Specify):	2	67%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Street furniture (lights, benches, waste containers)

Response	Count	Percent
Excellent	0	0%
Good	0	0%
Fair	0	0%
Needs Improving	1	100%
	1	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Public amenities (parks, fountains, washrooms)

Response	Count	Percent
Excellent	0	0%
Good	0	0%
Fair	0	0%
Needs Improving	1	100%
	1	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Plantings, trees, flower boxes

Response	Count	Percent
Excellent	1	50%
Good	0	0%
Fair	1	50%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Graffiti and litter

Response	Count	Percent
Excellent	1	50%
Good	0	0%
Fair	0	0%
Needs Improving	1	50%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Sidewalks, pedestrian environment*

Response	Count	Percent
Excellent	0	0%
Good	0	0%
Fair	0	0%
Needs Improving	1	100%
	1	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Traffic flow on streets in the area*

Response	Count	Percent
Excellent	1	50%
Good	1	50%
Fair	0	0%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Adequacy of public transit*

Response	Count	Percent
Excellent	0	0%
Good	0	0%
Fair	0	0%
Needs Improving	1	100%
	1	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Accessibility for people with disabilities

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	1	50%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - # of parking spots/facilities

Response	Count	Percent
Excellent	1	50%
Good	1	50%
Fair	0	0%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Parking signage

Response	Count	Percent
Excellent	0	0%
Good	1	100%
Fair	0	0%
Needs Improving	0	0%
	1	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Fees, enforcement*

Response	Count	Percent
Excellent	1	100%
Good	0	0%
Fair	0	0%
Needs Improving	0	0%
	1	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Highway signage/tourism directional signs*

Response	Count	Percent
Excellent	1	50%
Good	0	0%
Fair	1	50%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Roadside advertising*

Response	Count	Percent
Excellent	1	50%
Good	0	0%
Fair	0	0%
Needs Improving	1	50%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Visual identity of the area - unifying banners

Response	Count	Percent
Excellent	1	50%
Good	0	0%
Fair	0	0%
Needs Improving	1	50%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Exterior appearance of facades

Response	Count	Percent
Excellent	1	50%
Good	0	0%
Fair	0	0%
Needs Improving	1	50%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Window displays

Response	Count	Percent
Excellent	1	50%
Good	0	0%
Fair	0	0%
Needs Improving	1	50%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Signage

Response	Count	Percent
Excellent	1	50%
Good	0	0%
Fair	0	0%
Needs Improving	1	50%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Vagrancy/homelessness/panhandling

Response	Count	Percent
Excellent	2	100%
Good	0	0%
Fair	0	0%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Vandalism

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	1	50%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Public safety services - e.g. lighting, security, police presence, etc.

Response	Count	Percent
Excellent	1	50%
Good	0	0%
Fair	1	50%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Conditions of the housing stock

Response	Count	Percent
Excellent	0	0%
Good	2	100%
Fair	0	0%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Appropriate mix of businesses

Response	Count	Percent
Excellent	0	0%
Good	0	0%
Fair	1	50%
Needs Improving	1	50%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Appropriate range of quality/price for target markets

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	0	0%
Needs Improving	1	50%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Number of vacancies/turnover

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	0	0%
Needs Improving	1	50%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Organization of special events

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	1	50%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Uniform hours of operation*

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	1	50%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Customer service programs*

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	1	50%
Needs Improving	0	0%
	2	100%

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Advertising campaigns*

Response	Count	Percent
Excellent	0	0%
Good	1	50%
Fair	0	0%
Needs Improving	1	50%
	2	100%

RB6. Would your business benefit from any of the following programs or services? - *Store design and layout assistance*

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - *Networking events*

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - *Cooperative advertising/joint marketing*

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - *Building improvement loan/grant programs*

Response	Count	Percent
Yes	3	100%
No	0	0%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - Sign improvement loan/grant programs

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - Physical improvements in public areas (benches, lighting, etc.)

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - Business directories, brochures, maps

Response	Count	Percent
Yes	3	100%
No	0	0%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - Mentorship programs - business to business counseling

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - *Analysis and reporting on the downtown market/economy*

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - *Retail and special event coordination*

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - *Customer service training*

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - *Marketing on the web*

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - Training in financial management & product pricing

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - Succession planning

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - Improved telecommunications infrastructure (internet access, debit machines, etc.)

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

RB6. Would your business benefit from any of the following programs or services? - Other (Specify)

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

RB7. What are your top 3 suggestions for improving the retail business environment?

Response	Count	Percent
Repair or remove "eyesore" buildings	1	50%
More and better festivals and events	0	0%
More niche market specialty shops	2	100%
More restaurants and entertainment facilities	1	50%
More hotels/accommodations	0	0%
More and better signage	1	50%
Improved streetscape	0	0%
Uniform store hours	0	0%
Extended store hours	0	0%
Improved parking	0	0%
Focused downtown revitalization strategy	1	50%
Financial support to improve store front facades	0	0%
Retail gap analysis and recruitment program	0	0%
Other (Specify):	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 2 companies responded to this question in the Otonabee-South Monaghan 2007 project.

RB10. What four community assets would you most like to see developed in your community?

Response	Count	Percent
Walking & bike trails	1	33%
Public parking	0	0%
Parks and/or green space	0	0%
Public cultural facilities - libraries, museums, entertainment centres	1	33%
Sports or recreation facilities	0	0%
Farmer's market	1	33%
Waterfront access marinas, boat landings	1	33%
Public washrooms conveniently located in the downtown	2	67%
Directional signs	2	67%
Other (Specify):	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

Company Information

C1. What is the legal form of this business?

Response	Count	Percent
Corporation	1	33%
Sole Proprietorship	2	67%
Non-Profit Corporation	0	0%
Branch Plant	0	0%
Partnership	0	0%
Cooperative	0	0%
Other (Specify):	0	0%
	3	100%

C2. Is this business a franchise?

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

C3. What primary activity is conducted by your business?

Response	Count	Percent
11 - Agriculture, Forestry, Fishing and Hunting	1	33%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	1	33%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	1	33%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	3	100%

C5. Is the owner (or at least one of the owners) involved in the day-to-day operation of the business?

Response	Count	Percent
Yes	3	100%
No	0	0%
	3	100%

C6. Is the owner (or at least one of the owners) of the business a resident of the community?

Response	Count	Percent
Yes	3	100%
No	0	0%
	3	100%

C7. Where is the headquarters for the business?

Response	Count	Percent
Municipality	0	0%
Elsewhere in Ontario	0	0%
Outside of Ontario	0	0%
Outside of Canada	0	0%
	0	100%

C8. How many years has this business been in operation in this community?

Response	Count	Percent
Less than 1 year	0	0%
1 to 3 years	0	0%
4 to 10 years	0	0%
11 to 25 years	3	100%
26 to 35 years	0	0%
Over 35 years	0	0%
	3	100%

C9. Is this a family-owned business?

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

C10. Does the business have a succession plan?

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

C11. Does your business have a business plan?

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

C12. Does your business have a marketing plan?

Response	Count	Percent
Yes	1	33%
No	2	67%
	3	100%

C13. How many employees work at this location?

Response	Count	Percent
Owner(s)	1	33%
1 - 4	1	33%
5 - 9	1	33%
10 - 14	0	0%
15 - 19	0	0%
20 - 29	0	0%
30 - 49	0	0%
50 - 99	0	0%
100 - 299	0	0%
300 or more	0	0%
	3	100%

C14. How many of these employees are... - Permanent Full Time

Response	Count	Percent
11 - Agriculture, Forestry, Fishing and Hunting	4	50%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	3	38%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	1	13%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	8	100%

C14. How many of these employees are... - Permanent Part Time

Response	Count	Percent
11 - Agriculture, Forestry, Fishing and Hunting	1	100%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	1	100%

C14. How many of these employees are... - Seasonal/temporary

Response	Count	Percent
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	1	100%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	1	100%

C14. How many of these employees are... - *Spring*

Response	Count	Percent
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	0	100%

C14. How many of these employees are... - Summer

Response	Count	Percent
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	0	100%

C14. How many of these employees are... - *Fall*

Response	Count	Percent
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	0	100%

C14. How many of these employees are... - Winter

Response	Count	Percent
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	0	100%

C14. How many of these employees are... - Contract employees

Response	Count	Percent
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	0	100%

Local Community

LC1a. Do you know of a business that would have an interest in locating in this community?

Response	Count	Percent
Yes	0	0%
No	3	100%
	3	100%

LC1b. Do you know of a business that would have an interest in locating in this community? - Would you be willing to provide the contact information for the business?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

LC1d. Do you know of a business that would have an interest in locating in this community? - Would you be willing to contact this company on behalf of our community?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

LC2. Would you be interested in participating in a Business Ambassador program for this community?

Response	Count	Percent
Yes	2	67%
No	1	33%
	3	100%

LC4a. As far as you know, does the local community have an economic development plan?

Response	Count	Percent
Yes	2	67%
No	0	0%
Don't know	1	33%
	3	100%

LC4b. As far as you know, does the local community have an economic development plan? - As far as you are concerned, is this plan being effectively implemented?

Response	Count	Percent
Yes	1	50%
No	1	50%
Don't know	0	0%
	2	100%

LC5a. In your opinion, does the local municipality take an adequate role in business and economic development in this community?

Response	Count	Percent
Yes	1	33%
No	1	33%
Unaware of what is being done	1	33%
	3	100%

LC10. Please describe how local business associations and/or economic development offices could assist your business sector. - Marketing seminars

Response	Count	Percent
Marketing seminars	1	33%
Access to capital seminars	0	0%
Trade shows	1	33%
Business networking sessions	1	33%
Export development programs and services	0	0%
Joint advertising and marketing	1	33%
Attraction of related supply & services businesses	2	67%
Workforce planning, employee training and attraction	0	0%
Identification of opportunities for shared use of buildings, infrastructure etc.	0	0%
Productivity improvement workshops	0	0%
Website development	0	0%
E-marketing	0	0%
Other	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.
- * 3 companies responded to this question in the Otonabee-South Monaghan 2007 project.

OTONABEE-SOUTH MONAGHAN – Additional Comments

BUSINESS CLIMATE – Otonabee-South-Monaghan

BC2c. In the past 3 years has your attitude about doing business in this community changed? Explain your positive change in attitude.

No responses

BC2d. In the past 3 years has your attitude about doing business in this community changed? Explain your negative change in attitude.

No vision in this community, Laissez faire attitude

BC3b. What is your general impression of the Province of Ontario as a place in which to do business? Please Explain:

No responses

BC6. What are your specific recommendations to improve to the local business climate?

Public transit and snow removal

Public bathroom downtown

BC8. What issue, if resolved, would have the greatest impact on the growth of your business?

No responses

FUTURE PLANS – Otonabee-South-Monaghan

FP1b. Within the next 3 years, which of the following do you plan to undertake at this site?

Comments:

Vendors list is expanding, client base is growing

FP2b. Will the downsizing result in a reduced workforce? What assistance could be provided to prevent the downsizing of your business?

No responses

FP3b. Do you plan to relocate this business within the next 3 years? If yes, when?

No responses

FP5. Why are you planning to relocate the business? Do not read list. Select all that apply. 'Other' Name:

No responses

FP7. What assistance, if any, could help to prevent the relocation of this business? Do not read list. Select all that apply. 'Other' Name:

No responses

FP11. Will your expansion lead to...Read list. Select all that apply. 'Other' Name:

More sales

Vendors list is expanding, client base is growing

FP14. How will this expansion be financed? Will it be...Read list. Select all that apply. 'Other' Name:

No responses

FP16b. What are the reasons for closing this business? Do not read list. Select all that apply. Explain any of the above:

No responses

FP17. What assistance, if any, could help to prevent the closure of the business? Do not read list. Select all that apply. 'Other' Name:

No responses

BUSINESS DEVELOPMENT – Otonabee-South-Monaghan

BD3. Where are the other locations for this business? Select all that apply. This municipality (Specify):

No responses

BD3. Where are the other locations for this business? Select all that apply. Outside this municipality but in county/district/regional municipality (Specify):

No responses

BD3. Where are the other locations for this business? Select all that apply. Elsewhere in Ontario (Specify):

No responses

BD3. Where are the other locations for this business? Select all that apply. Another Province (Specify):

No responses

BD3. Where are the other locations for this business? Select all that apply. Outside Canada (Specify):

No responses

BD5. Why are you not completely satisfied with this site? Select all that apply. 'Other' Name:

No responses

BD8b. Do you anticipate any problems in renewing the lease? Explain:

No responses

BD17. What products or services would you like to purchase locally that are now being purchased outside of the area?

No responses

LOCAL COMMUNITY – Otonabee-South-Monaghan

LC1c. Do you know of a business that would have an interest in locating in this community?

Comments:

No responses

LC3. Which new suppliers of products or services would you like to see added to this community?

Lumber company

Gas Station

General Store (Bake Shop, fruit market, another gift shop)

More industry

LC5b. In your opinion, does the local municipality take an adequate role in business and economic development in this community? Elaborate:

Economic Development Office has a trade fair in Keene, they advertise.

Keene is the capital of municipality, Council is too farm oriented, Council's attitude is not progressive, They are inactive. Council has a lack of pride and vision, anytime anybody has one it's kyboshed.

Interviewee has no idea

LC6. List 3 of the community advantages as a place to do business.

Diversified area (tourism, farming)

Not many rules and regulations to prevent you from being creative

Middle of farming country, it's good for business

Good mixture of permanent residents and seasonal residents

Dealers are closing, area of business is getting bigger

Good mixture of newer and older buildings

LC7. List 3 of the community disadvantages as a place to do business.

Isolation

Community has no vision, no encouragement of business by councilors

Lose your anonymity in a small town, lack of privacy

LC8. What other comments about this community as a place in which to do business would you like to raise?

A great mixture of nationalities and people for doing different work

Would like more proactive concern about getting more retail businesses in the community. There should be a limit to how long you can serve in politics in smaller communities. Peterborough should promote towns and villages.

We need a gas station in Keene.

RETAIL / SERVICE BUSINESS – Otonabee-South-Monaghan

RB3c. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: Elaborate upon any barriers you see to the successful implementation of the plan.

No responses

RB4. Is there an organization or group that represents the interests of your commercial district? 'Other' Name:

no idea what Keene has

Keen on Keene

RB6. Would your business benefit from any of the following programs or services? 'Other' Name:

No responses

RB7. What are your top 3 suggestions for improving the retail business environment? 'Other' Name:

No responses

RB8. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each 'Other' Name:

No responses

RB9. What four community assets would you most like to see developed in your community? 'Other' Name:

No responses

DOWNTOWN REVITALIZATION – Otonabee-South Monaghan

Retail Profile (RP) represented the following questions in the completed survey and as a result of ongoing changes and updates to the Provincial BR+E database, RP was later identified as Downtown Revitalization (DR).

DR5d. Do you participate in and/or support community events and festivals that take place in the downtown/commercial district? Please specify which events you participate in:

Parade in Keene, the July one.

DR5d. Do you participate in and/or support community events and festivals that take place in the downtown/commercial district? Please specify which events you support:

Lions Club events, Township Special Events

Craft fair, plant sale.

Plowing match

DR5e. Do community events/festivals increase sales in your business? Please specify which events.

Festival of Lights, Peterborough Exhibition

Craft fair, plant sale.

Peterborough Exhibition, Plowing Match, Toronto Farm Show

DR6g. Outside this community, name the top five communities where your customers come from:

[2] Lakefield

[2] Peterborough

Norwood

Toronto

Oshawa

Havelock

Cobourg

Lindsay

DR8a. Please list six products and/or services that separate your business from your competition.

Quality of windows
Low price
George (owner) has great reputation
Workmanship
Quality Goods
Well trained staff
Sales Technique
Gift wrap
Friendliness
Customer service
Excellent Service
Diversity of Products

DR8b. What is the main competitive edge of this business versus the competitors listed above? Select top two. 'Other' Name:

No responses

DR8f. What three existing downtown businesses/services complement this business the most? (Specify up to THREE businesses by name)

Gateway Sports
Whalen's Art Gallery
restaurant
Discovery Homes
Keene ideas
Liquor Store (LCBO)
Renters Choices
Recreational facilities

DR8g. With this business in mind, what three additional businesses/services would you most like to see available downtown? (Specify up to THREE by name)

Lumber Company
Another gift shop
Gas station
Supplier of Calking and Flashing
Boutiques

DR8h. Do you think the downtown can or should build on the current business mix and develop a cluster of stores/services offering related products to a similar market segment? If Yes, please specify:

No responses

DR9. Where do customers to this business typically park? Select one. 'Other' Name:

No responses

DR9. Where do you and employees of this business typically park? Select one. 'Other' Name:

Driveway

DR11. Is your establishment experiencing any of these particular issues? Select all that apply. 'Other' Name:

No responses

OTONABEE-SOUTH MONAGHAN – 2007 Community Questions

QUALITATIVE ANSWERS

CQ1a. What is the most common, positive comment you receive from your clients regarding the community?

Beautiful area to live in/open a business in

Rural living is better than the city

CQ1b. What is the most common, negative comment you receive from your clients regarding the community?

Lack of services of a certain kind

Nothing to do here

CQ2. If your operation is not currently *four-season*, what is the biggest challenges or obstacles that prevent you from expanding your business to operate all year long?

None

CQ3a. What type of business or event do you feel would benefit the existing businesses in your community?

More community advertisement, one or two day local trade fair

Street festival

CQ3b. Is there an event or festival that has a positive effect on your business? Please explain:

Economic Development trade fair that runs in the community

Craft fair, Joanne's plant sale.

Plowing match, but that only comes so often

CQ3c. Is there an event or festival that has a negative effect on your business? Please explain:

None

CQ5b. How do you feel you are benefiting from these organizations?

Don't know because never heard

CQ6. If yes, which ones?

Hire a student wage subsidy

CQ6. If no, why not?

Don't need, very private.

because owner just doesn't

QUANTITATIVE ANSWERS

CQ4. Would you like to see consistency of store hours in your community?

Response	Otonabee-South Monaghan 2007	
Yes	1	50%
No	1	50%
	2	100%

CQ4. If yes, which days and/or times of day? - Monday

Response	Otonabee-South Monaghan 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	0	0%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	0	0%
Varies	0	0%
Closed	0	0%

Please Note:

* More than one response can be selected for this question.

* Percentages are based on the number of companies and may not total 100%.

CQ4. If yes, which days and/or times of day? - Tuesday

Response	Otonabee-South Monaghan 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	0	0%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	0	0%
Varies	0	0%
Closed	0	0%

Please Note:

* More than one response can be selected for this question.

* Percentages are based on the number of companies and may not total 100%.

CQ4. If yes, which days and/or times of day? - Wednesday

Response	Otonabee-South Monaghan 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	0	0%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	0	0%
Varies	0	0%
Closed	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.

CQ4. If yes, which days and/or times of day? - Thursday

Response	Otonabee-South Monaghan 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	1	100%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	0	0%
Varies	0	0%
Closed	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.

CQ4. If yes, which days and/or times of day? - Friday

Response	Otonabee-South Monaghan 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	1	100%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	0	0%
Varies	0	0%
Closed	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.

CQ4. If yes, which days and/or times of day? - *Saturday*

Response	Otonabee-South Monaghan 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	1	100%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	0	0%
Varies	0	0%
Closed	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.

CQ4. If yes, which days and/or times of day? - *Sunday*

Response	Otonabee-South Monaghan 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	0	0%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	0	0%
Varies	0	0%
Closed	0	0%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.

CQ5a. Are you a member of a BIA, Chamber of Commerce and/or Business Association?

Response	Otonabee-South Monaghan 2007	
Yes	1	33%
No	2	67%
	3	100%

CQ5a. If yes, which one(s)?

Response	Otonabee-South Monaghan 2007	
BIA	0	0%
Chamber of Commerce	0	0%
Business Association	0	0%
Other	1	100%

Please Note:

- * More than one response can be selected for this question.
- * Percentages are based on the number of companies and may not total 100%.

CQ6. Has your business ever used government programs to assist its operations?

Response	Otonabee-South Monaghan 2007	
Yes	1	33%
No	2	67%
	3	100%